Using video to reach specific goals

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Considering your goals

- Each type of video you create will help you achieve different goals
- The general goals you need to have in mind:

- **#1 Building brand awareness**

  - you have to make videos that are interesting and that people will want to share
  - aim for short and powerful, professional looking videos

- **#2 Increasing engagement**

  - conversational videos are good for generating comments
  - you have to deliver more value and focus less on advertising your stuff

- **#3 Generating conversions**

  - if you want to increase the number of subscribers on your YouTube channel, just ask people to subscribe at the end of each video
  - if you want people to purchase something, make a video that shows the product and present its benefits, then tell them how to get it